

## Marketing Southern Indiana: A Guide to Future Development

From its rich heritage and charming towns to beautiful scenery and outdoor adventure, Southern Indiana has so much to offer visitors. Yet often we ask, "What makes us unique?" or "How do we market ourselves to attract more visitors?"

Join Historic Southern Indiana on January 29 for an informative day of learning. Carolyn Brackett, Senior Program Associate with the Heritage Tourism Program of the National Trust for Historic Preservation, will begin the day with an overview of the current state of Heritage Tourism. She will then lead workshop participants on a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of Southern Indiana.

This hands-on workshop will help you:

- ?? Learn new ways to develop and market your product to visitors.
- ?? Come away with innovative ideas for partnerships.
- ?? Discover how to tap into niche markets.
- ?? Hear examples of how other communities have successfully positioned themselves in today's travel market.

Workshop location:

The Spring Mill Inn is located within the Spring Mill State Park in Mitchell, IN. For directions, call 1-877-9SPRING or visit [www.springmill.com](http://www.springmill.com).

## Agenda

- |            |   |
|------------|---|
| 8:30 am    | Registration and light breakfast                          |
| 9:00 am    | Welcome and introductions                                 |
| 9:05 am    | The Current State of Heritage Tourism<br>Carolyn Brackett |
| 10:00 am   | Break   |
| 10:15 am   | SWOT Analysis<br>Carolyn Brackett                         |
| 12:00 noon | Lunch   |
| 1:00 pm    | SWOT Analysis<br>Carolyn Brackett                         |
| 3:00 pm    | Next Steps and Final Comments                             |
| 3:30 pm    | Adjourn   |

### Who should attend?

- ?? CVB staff and tourism officials
- ?? Staff at visitor-related attractions and sites
- ?? Small business owners targeting visitors
- ?? Chamber directors
- ?? Community leaders
- ?? Anyone interested in attracting visitors to their site, community, or region.

## Registration Form

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Method of Payment

- ☐ Check payable to the University of Southern Indiana
- ☐ Please invoice my organization

Visa \_\_\_\_\_ Exp. Date \_\_\_\_\_

Master Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

DISCOVER \_\_\_\_\_ Exp. Date \_\_\_\_\_

### Select Workshop Package

- ☐ **HSI-900A \$40.00**  
Registration includes meals, refreshments, and materials
- ☐ **HSI-900B \$100.00**  
Registration includes double room on 1/28, meals and refreshments on 1/29, and materials
  - ☐ Non-Smoking Room
  - ☐ Smoking Room

Return this form by January 14, 2003 to:  
Historic Southern Indiana  
University of Southern Indiana  
8600 University Blvd.  
Evansville, IN 47712

For telephone registration, call  
800/467-8600 or 812/464-1989

For e-mail registration, contact e-mail the  
above information to [extserv@usi.edu](mailto:extserv@usi.edu)

## **Featured Speaker**

Carolyn Brackett works at the local, state and national level providing heritage tourism consulting services to clients across the country. She serves on the President's Advisory Council on Historic Preservation and is working with the Council to coordinate and enhance heritage tourism programs at the federal level.

She has worked for the Tennessee Department of Tourist Development, Historic Nashville Inc., Tennessee 200, Inc., and the Hermitage. She also served as the Tennessee State Coordinator for the National Trust's Heritage Tourism initiative in the early 1990s.

Recent projects include working with Historic Eleutherian College and Underground Railroad interpretation plans for Madison, IN; developing heritage tourism programs in Macon, GA, St. Paul, MN, St. Augustine, FL, and Miami, FL and presentations on building heritage tourism and building collaborative partnerships for the Kentucky State Historic Preservation Conference and the Southeast Tourism Society Federal Tourism Summit.

### **About Historic Southern Indiana (HSI):**

HSI is a heritage-based community outreach program of the University of Southern Indiana committed to promoting, protecting, and enhancing the historic, natural, and recreational resources of Southern Indiana.

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**January 29, 2003**

**Spring Mill Inn  
Spring Mill State Park  
Mitchell, Indiana**

**Presented by  
Historic Southern Indiana**